



October 12 – 13, 2017 Salone delle Fontane – Rome – Eur

## FORUM COMPRAVERDE-BUYGREEN: WHY PARTICIPATE

The Forum CompraVerde-BuyGreen, now at its eleventh edition, is an

initiative promoted by Fondazione Ecosistemi, the Ministry of Environment, of Land and Sea Protection, the National Coordination Local Agenda 21, Unioncamere, CONAI, ICLEI and Banca Etica, dedicated to public and private green procurement, where the actors involved in the dissemination and implementation of GPP, which became mandatory in Italy in 2016, and in the ecological conversion of the economy, meet. Two days on the state-of-the-art of Green Procurement through seminars, workshops, trainings, one to one exchanges, exhibition spaces will enable the discussion of the newest legal issues, of national and international best practices, and the opportunities in the field of Green Procurement. The participation at the Forum enables public administrations to better realize green procurement and to the companies to understand how to participate to the tenders that will adopt GPP criteria and to endow their supply chains with green products, processes and competences.

#### THE EVENT IN NUMBERS

4 international delegations 110 foreign guests

**80** European cities





#### CULTURAL PROGRAMME, MEETINGS, GREEN CONTACT

Green Public Procurement became mandatory in Italy starting with May 2017 with the adoption of the new Code for Public Procurement. Public authorities will need to purchase the goods and services taking into account their environmental and social impacts throughout the entire life cycle (production, use and disposal), by integrating environmental criteria in all the phases of the acquisition process.

In order to facilitate the necessary awareness raising for the compliance with the new legislative framework, the Forum proposes a cultural programme with conferences and seminars — that will benefit from the participation of international organizations and delegations, EU, national, regional and local institutions — and a free of charge capacity building area, GPP Academy.

Some of the themes that will be addressed by the institutional speakers, representatives of the business environment and other key stakeholders, will include: GPP dissemination at European and Italian levels, sustainability as horizontal priority in European programmes, sustainable buildings, with a particular focus on the role of the funding, sustainable agro-food sector, circular procurement that favors the dissemination of green and recycled materials, sustainable cultural and cinema events. Other themes that will be tackled include the role of GPP in eco-innovation, the minimum environmental criteria in the construction sector for green buildings and materials, sustainable catering, the management of green

public spaces, street infrastructure, cleaning services, as well as legal aspects concerning GPP and social criteria to promote the respect for social and human rights along the supply chains.

In 2017, the Forum CompraVerde will host the international meeting of the MED Green Growth Community that will reunite around 70 European partners from the Interreg Med projects to explore the connections between green procurement, competitiveness and green jobs.

In order to support the dissemination of Green Public Procurement and of the Minimum Environmental Criteria, the Forum will provide a space entirely dedicated to the continuous and free training on sustainable procurement (**GPP Academy**), which, over the years, has seen the participation of thousands of specialized operators.

A hall will host sixteen free training sessions during which the best industry experts — indicated by the *GPPbest* network of the National Coordination Italian Local Agenda 21 and the Italian Ministry for the Environment, Land and Sea and CONAI — will alternate every hour during the two days, on topics such as: ecolabels, sustainable construction, sustainable collective catering, social criteria, circular procurement, assessment of costs along the life cycle, sustainable events, electronic market, verification and controls, GPP monitoring systems and other issues.



## THE EXHIBITION AREA AND GREEN CONTACT

The Forum represents a place of meeting with buyers, partners, suppliers and potential new qualified clients that have specific interests in the sector. It is a diverse and original event that encompasses areas and working tables that facilitate project and commercial relations and participatory sessions.

The **Exhibition Area** will allow the public and private exhibitors to give prominence to their projects, initiatives, green products, low environmental impact processes and skills orientated towards environmental and social sustainability and towards GPP.

This area, characterized by recycled cardboard and wood components, has been designed to contribute to a friendly climate that favors the exchanges, relations, common projects that everybody recognizes at the Forum CompraVerde-BuyGreen.

The exhibition area will host the **Green Contact**, a tailor-made calendar with appointments for the communication of products and projects of the exhibitory companies towards potential interested clients, targeting one to one meetings between institutions, central purchasing bodies, economic operators and associations, to exchange good practices, projects ideas, buying intentions, market preliminary consultations and sale of goods and services with low environmental impact.

The Forum is a place that favorites the promotion of the sustainable consumption and production, where the demand and offer meet

in the single green European market. The participation enables the companies to increase their own reputation concerning environmental protection and sustainability themes.

The Forum is a unique occasion for the launch of new green products. Besides promoting the logo and the company description of the exhibitors in the official catalogue and on the event official website, the Forum provides promotion opportunities through the newsletter and social networks, through national and international media and through the participation at conferences and workshops.

Since its first edition, the Forum has been organized respecting the highest environmental standards for the **sustainability of the events**. All the stakeholders are involved in an awareness raising process and contribute to the reaching of the Forum sustainability objectives. Components with recycled and re-used materials, waste differentiated collection and prevention, reduction of used products, use of compostable materials, cleaning services with certified products, use of paper from sustainable managed forests managed or eco-certified, use of biological food, reduction of packaging through the consumption of water tap and the free beverage service, programmes of energy consumption reduction, promotion of public transport and of transport sharing, hospitality and low environmental impact are a few of the aspects that characterize the event organization.



## THE COMPRAVERDE AWARDS AND REPORT

Since its first edition, the Forum CompraVerde-BuyGreen selects and awards the best GPP Italian experiences with a particular interest for collective catering, cultural activities and, starting with the last edition, buildings.

During the event, five major national awards will be offered, based on a four months selection and evaluation process that involves the best national experts:

**CompraVerde Award** – "Best green tender" and "Best GPP Policy": a recognition of public administrations for their commitment for GPP or for their activities to promote and implement GPP as systematic action to introduce ecological criteria in public tenders. The award is realized with the collaboration of Italian Local Agenda 21. **MensaVerde Award** – Best canteen service, public or private, with low environmental impact: an award for canteens, public or private, that have shown particular attention to the quality of food (organic, zero km, seasonal, fair-trade) and to the reduction of the environmental and social impacts related to the management of the canteen. The award is open to central and local public bodies, universities and schools, local and healthcare enterprises and hospitals, cooperatives, private companies, consortia, foundations, organizations of volunteers that offer catering services or meal delivery to their own staff or their users. The award is realized with the collaboration of General Beverage.

**Vendor Rating and Sustainable Procurement Award** — Intended for the companies that have adopted an environmental and social qualification system for their suppliers. The award is intended to be an annual award offered to companies that have distinguished themselves by systematically adopting sustainability criteria in their purchasing processes and in the qualification of their suppliers. The award is realized with the collaboration of Unioncamere.

**Culture in Green Award** – Intended for events or cultural organizations that reduced the environmental impacts of their activities, integrating environmental and social considerations into the purchases of goods and services. The award is realized with the collaboration of Federculture.

**Green Construction Award** – Intended for companies that produce materials for low environmental impact buildings; it is divided into two sections, one for innovative materials, the other for local origin and renewable materials. The award is realized with the collaboration of Officine Green Building.

Within the cultural programme, it will be presented the **Compraverde Report**, the 2nd report on the state of the art of sustainable production and consumption in Italy realized by Unioncamere, which analyzes the degree of diffusion of the minimum environmental criteria in Italian companies.



# THE PLACE: SALONE DELLE FONTANE

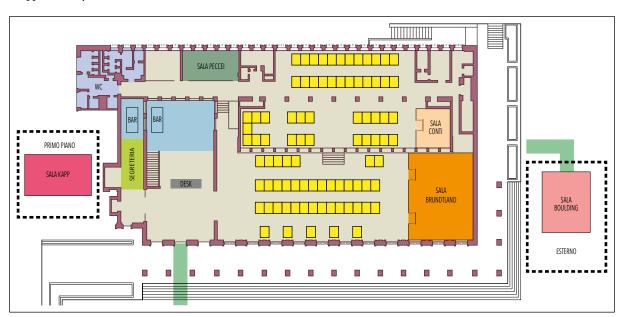
The 11th edition of CompraVerde-BuyGreen Forum takes place at Salone delle Fontane in Rome, Via Ciro il Grande 10/12, in front of the Agriculture Square (P.le dell'Agricoltura), in the EUR district, Rome, in an area of 2500 square meters, which is one of the most representative locations of the capital, designed by the architect Gaetano Minnucci in early 1940 for the Universal Exposition.

It is reachable from Termini Station with metropolitan Line B direction Laurentina – line that crosses Monti (stop Cavour) and Testaccio (Ostiense stop) – Bus stop Eur-Palasport, at a distance of approximately 400 meters.

For those who want to take the bus, the Salone delle Fontane is reachable with 30, 170, 714 or 671 getting off at Colombo / Agricoltora stop or in Via Ciro il Grande (in front of the INPS headquarters).

From Fiumicino – Leonardo da Vinci airport you can instead take the FL1 train, and get off at Magliana stop.

Given the accessibility of the site through public transport that reduces the environmental impacts, emissions of pollutants and greenhouse gases, all the participants are strongly encouraged to use it.





Promoter

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